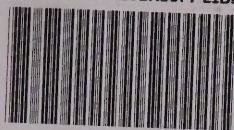


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JOURNAL OF COLLEGE RADIO



IN THIS ISSUE

Women in Broadcasting

SEPTEMBER, 1969

Wapnick



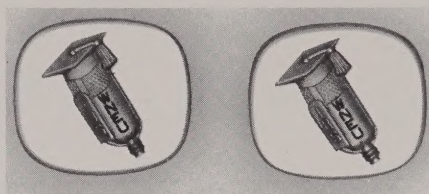
College Radio's
Hallmark On A
Dependable Zippo
Lighter—All For \$9.25.
Slim Zippo Also
Available.

TK6540
J6x
v.7
Sept. 1969-
Apr. 1970



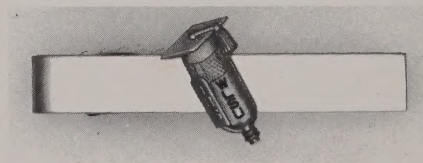
The Familiar
Lapel Pin/Tie
Tack. Still Only
\$4.00 and
Available In A
Variety of
Fastenings.
Charm Too!

Cuff Links To Go With
Your Tie Tack or Bar.
Under \$7.00 Per Pair.



Now that she has your
attention

here's how to
get hers!



Newly Added Last Year
Is This Modern, Slim Tie Bar. As
With The Emblem and Cuff Links,
This Is Available In Gold or Silver.

SEPTEMBER, 1969

VOL. 7, NO. 1

JOURNAL OF COLLEGE RADIO

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Publisher's Report

Jack Deskin

So the broadcast industry thinks the tobacco people up and left them this past summer without any warning. How does it feel to be up that ole creek without a paddle? If you will look back to the early 1960's you will recall cigarette manufactures stopped advertising on college radio stations when they thought federal legislation might be near. You think you are being taken in a game of politics now—it was the same story then with the college broadcasters.

It has been reported that broadcasters stand to lose \$200 million in billing this year. While the national tobacco advertising budget was much smaller than that figure, it was still the major percentage of college radio's national sales. But no one seemed to care then. If fact, it should have proven a point to lawmakers, tobacco firms and broadcasters alike—that college students kept right on smoking. And, the same will be true today when all broadcast advertising is stopped. The discrimination of blacking out the broadcast media will not solve the problem.

In an age when the word 'discrimination' governs our every move, how can Congress and tobacco jump from one medium to the other? Evidently the word has no significance in media.

*

The recent articles covering two issues of BM/E entitled, "Radio Formatting in New York," were very interesting except for the format called *Collegiate*. It was easy to go along with the premise that radio formats have two major divisions—music and talk. It was just as easy to go along with the headings under each: These being, Contemporary, Top 40, Psychedelic Rock, Old Rock, Chicken Rock, Soul, C&W, MOR, Classical, Various Foreign Languages, Religion, and Variety. Then under talk we find All Talk and All News. But the shock-

er is *Collegiate*. It is listed under talk with strong interrelationships to Classical and Public Schools. Some writers try to break radio down into AM, FM, and college, and maybe they can find a basis for doing so. But when speaking about formats, I have never heard of a *collegiate* format. I have heard college stations formatting Rock, Soul, MOR, Talk, Classical, and other various formats, but never a *collegiate* format. Is Rock different when played on WABC and on WCCR (City College of New York's wired wireless)? Is the news different when aired over WCBS and on WKCR (Columbia University)?

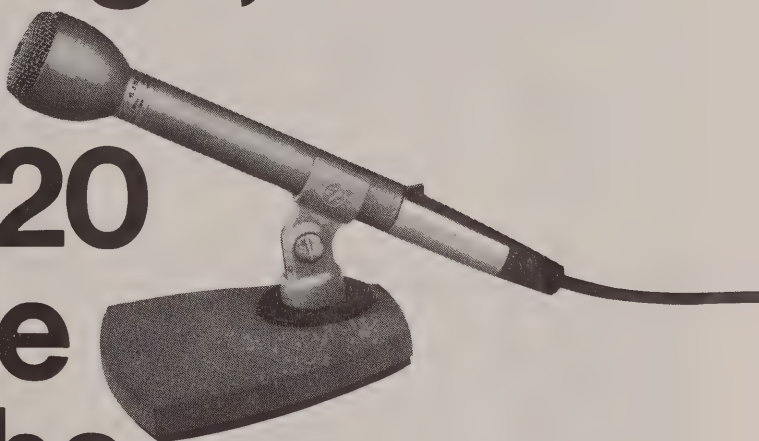
College stations are no different than any other station. They run the gamut of formats too. Some are commercial—some educational. Some are AM, some FM, and some wired wireless or carrier current. They all do the same thing—serve their community whether it is with 50,000 watts or a small low power transmitter in each dorm.

*

There seems to be controversy in every department of broadcasting today. It seems to be that stations worried about controversial programming, but now it has extended to advertising. Today, some college stations are finding that PSA's are controversial. The ole military recruiting spot is raising objections from certain student groups and they are voicing strong protests to some college stations. If this trend continues, campus stations may stop plugging ROTC sponsored functions for fear that raising money for certain living groups may fall under the 'fairness doctrine.' Of course, this example seems ridiculous, but, seriously, where does the doctrine end? The FCC keeps saying that we must be responsible broadcasters—but it sure is hard when you are never given a chance to prove it without Sections of the Act, R&R's, and doctrines guiding our every step.



Can a tough, little \$49.20 microphone make the big time?



(A success story.)

E-V A good little microphone, the E-V 635A. But just how good? After all, it was intended to replace the "workhorse" Model 635... a dynamic microphone that had earned its title under fire in studios and on remotes all around the world.

So when we introduced the 635A we put it to a critical test. A major recording studio was loaned a dozen 635A's and asked to test them. The engineers weren't told the price, but they got the idea that it was somewhere near \$300.00.

They were so delighted with the sound

that they cut several big band recordings with nothing but 635A's. "Best \$300.00 microphone we've got." Then we told them the price. They were shocked. \$49.20? They couldn't believe their ears.

Meanwhile, 635A's were beginning to appear in force on music and variety shows on every TV network. Mostly hand held. Something to do with ruggedness and good balance... but mostly because of the sound. Especially during ultra-close miking.

The rest is history. Radio and TV newsmen quickly adopted the 635A as

their new "workhorse". After all, news only happens once, and the 635A was their best insurance against bad sound.

To most professional sound engineers, the E-V 635A is already an old friend, although it's only been around since 1965.

At the price, they can afford to use it almost everywhere. And they do. (We told you it was a success story.)

ELECTRO-VOICE, INC., Dept. 991CR
641 Cecil Street, Buchanan, Michigan 49107

MODEL 635A Omnidirectional dynamic. Response 80—13,000 Hz. Output—55db. Balanced low impedance. Includes Model 310A stand clamp and lavalier neck cord. Fawn beige Micomatte finish.

• high fidelity speakers and systems • tuners, amplifiers, receivers • public address loudspeakers
• microphones • phonograph needles and cartridges • space and defense electronics

Electro-Voice®

A SUBSIDIARY OF GULTON INDUSTRIES, INC.

FROM THE EDITOR

Ted Leitner

It seems a bit premature to be making New Year's type resolutions at the beginning of a school year, but what better time to set up your goals and start the long trek towards them.

Just like any college radio station manager who has just recently moved into his office and began planning for the long year, we at the "Journal" have begun the really big layout; not the one with pictures and articles, but with long range aspirations, immediate changes (like our name, for instance), financial structuring, nation-wide surveying, etc.

It's difficult for any publication to say, WE RESOLVE . . . , and begin saying exactly what they intend doing for the entire year, without any unknown variables and the usual human fluctuations. But IBS's "voice" will be doing its best for at least the next six issues to find a place on station's bookshelves and not the gray circular files.

If there's a theme to be pointed out for the magazine this year, then it would certainly have to be one of *service* and *involvement*. These two ideals don't seem to strike any familiar parallel but they will be given more than just "lip-service" in the hundreds of pages to come between now and May.

CR's service stems directly from what it has done and what it is *trying* to do for the collegiate broadcaster, to aid in the difficult task he has. For one, we have provided the Annual each year for all organizations involved in the broadcasting industry, and in so doing have provided an accurate, up-to-date directory of college stations, record companies and distributors, music programming firms, industry associations, & degree-granting colleges and universities.

This year, we have decided to compile and publish the Annual in the month of October, and thereby have the directories in the hands of stations and agencies at the beginning of the school year. When an advertiser makes a national or regional "buy" at the beginning of the year, it would most certainly benefit the college station to have its call letters laid out in front of the media buyer in question.

The phrases, "get involved" and "do your thing" have been echoed on every campus from coast to coast in the last few years, so much that it's reaching the point of absolute nausea to hear them from the lips of protesters or see them on the face of a cheaply made sign. We're fresh out of signs at the moment, but there are many things we'd like to see explored by *all* facets of the mass media.



Exactly what is the role of the college broadcaster in dealing with the issues of the day? For one magazine to give its own editorial view would do little to either qualify what is being reported or give the needed incentive to a reluctant broadcaster to be responsible and get involved with the issues that his listeners need to be exposed to.

What we hope to do (in the November issue) is represent the viewpoints of several experienced broadcasting people, touching on the various aspects of student broadcaster responsibility to the listeners in the hallowed halls. By getting the ideas of the likes of an FCC Commissioner, network newsmen, entertainer, and national association director, we hope to get a more peripheral view of what the station should and shouldn't do in relation to reporting, editorializing, etc.

In subsequent issues, the Journal will strive to be contemporary and timely, at the very least. If we don't live up to our expectations, let us know, via the familiar six cent route. Receiving no caustic criticism will be a sure sign of a lack of involvement and enthusiasm among IBS members and that would be a new twist!

So this is it. A veteran magazine with a new name and hopefully, a new and vital direction. You'll notice some more of the immediate changes that go beyond the cover and logo design. Like the excellent articles by veteran newsmen Bill McCloskey, of WASH-FM, a Metro-media station in Washington, D.C.; articles that will be a regular feature of the Journal this year.

The forces of change (and hopefully, improvement) have been set into motion. We sincerely hope the Journal of College Radio can keep pace with the strides made by you, the college broadcaster throughout the year. Good luck to both of us.

THE JOURNAL OF COLLEGE RADIO, September 1969

REGIONAL



NEWS

NEW ENGLAND REGION

Director Dennis Marshall together with former New England Regional Director Bill Kohlstrom who ran the eminently successful 1969 IBS National Convention in Washington have been spending a lot of time this summer planning for the 1970 IBS National Convention which will be held in Chicago. Marshall closed out the academic year with a very successful Regional Workshop hosted by Jeff Tellis and his staff at WPKN, University of Bridgeport.

EMPIRE REGION

Director Ed Sznaka replaces Jim Peppard on something of an interim basis until Ed can call a meeting of the many active stations in New York to have an exchange of information as well as a proper election. He plans to shortly be in contact with all station managers in the area and looks forward to their cooperation. His plans also include the continuation of the Regional Newsletter started last year by Jim Peppard.

NORTH CENTRAL REGION

Newly elected Director Tom Karnowski finished up May with an issue of "Format", the region's newsletter. We hope many other issues are planned for the coming year.

NORTHWEST REGION

Last year, retiring Northwest Regional Director Larry Seale put out three fine issues of the "Nor'wester", a practice which will be continued by Dan Ketchum.

CANADIAN REGION

Significant upswing in the generation of campus limited AM broadcasting in Canada has been seen during the recent months. Apparently, the Ministry of Transport (the Canadian equivalent of the F.C.C.) has decided to allow campus limited broadcasting, something they wouldn't hear of in the past. A meeting was held last March at McGill University in Montreal at which a number of Canadian college stations and potential college station operators got together to exchange views. We hope it will be

possible to organize an active IBS Region as the Board of Directors has authorized, and that the System will be able to provide valuable services to these Canadian neighbors.

THE I.B.S. REGIONAL SYSTEM

THE I.B.S. REGIONAL SYSTEM

The point of the IBS Regional System is to generate and encourage the interchange of assistance and ideas between college stations on a more local, individual and timely level than is possible with the national organization. The U.S. is divided into 12 geographic areas plus Canadian and Overseas Regions. Each region is encouraged to elect its own Regional Director, issue newsletter, exchange problems, hold meetings, etc., as needs may dictate. IBS provides financial support for the regional activities and has appointed Vice President—Regions Richard H. Crompton to function as the liaison man with the several regional directors, encouraging them to create active regions and appointing a director if the stations within the region do not do so on their own.

REGIONS AND DIRECTORS

REGIONS AND DIRECTORS

NEW ENGLAND REGION (Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island):

Dennis E. Marshall
117 Westgate Street
West Hartford, Connecticut 06110

MIDDLE ATLANTIC REGION (New York City, Long Island, New Jersey, Delaware and Pennsylvania out to a 250 mile airline radius from NYC):

Directorship vacant,
candidates wanted!

CAPITOL REGION (Maryland, Virginia and the District of Columbia):

Midn. Daniel D. McConnell
16th Company, U.S.N.A.
Annapolis, Maryland 21412

SOUTHERN REGION (North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Georgia and Florida):

Robert K. Langstaff, c/o WRVU
Vanderbilt University
Nashville, Tennessee 37203

EMPIRE REGION (New York State with the exception of NYC and Long Island):

Edward M. Sznaka, c/o WCVF
State University of New York
Fredonia, New York 14063

GREAT LAKES REGION (Michigan, Indiana, Ohio, Kentucky, West Virginia and that area of Pennsylvania over 250 miles airline from New York City):

David Ottaviano, c/o WSAJ
Grove City College
Grove City, Pennsylvania 16127

SOUTHWEST REGION (Oklahoma, Texas, Arkansas and Louisiana):

Perry E. Thoele
c/o Radio-TV-Film Department
Oklahoma State University
Stillwater, Oklahoma 74074

NORTH CENTRAL REGION (North Dakota, South Dakota, Minnesota and Wisconsin):

Thomas Karnowski
Box 134
Sauk Rapids, Minnesota 56379

MIDWEST REGION (Nebraska, Kansas, Iowa, Missouri and Illinois):

Jeffery Boone, c/o WPCS
William Penn College
Oskaloosa, Iowa 52577

NORTHWEST REGION (Washington, Oregon, Idaho and Montana):

Daniel Ketchum
Northwest Nazarene College, Box K
Nampa, Idaho 83651

MOUNTAIN REGION (Wyoming, Utah, Colorado and New Mexico):

Ted W. Scott, c/o KCSU-FM
Colorado State University
Fort Collins, Colorado 80521

PACIFIC COAST REGION (California, Nevada and Arizona):

Michael E. Bloom, c/o KCSB
University of California
Santa Barbara, California 93106

CANADIAN REGION (the Provinces of Canada):

Active Regional Director wanted!
OVERSEAS REGION (everything that's left!):

Regional Director wanted!

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$99.50, with Tape Timer \$124.50.

Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

BEEPER ACTION

The Federal Communications Commission has issued a public notice concerning complaints received of broadcast telephone conversations without prior notice to the other parties. Complaints usually represent that a station employee called the complainant regarding a news item and broadcast the phone conversation, either simultaneously or on a delayed basis, without having informed the other party at the beginning of the call of the intention to broadcast it.

Prior to recording or broadcasting a conversation, the station should inform the other party of its intention to broadcast the call. It is not necessary to inform the other party during such programs as "open mike" or "sound off." The outside party initiates the call with full understanding that the conversation will be broadcast.

MUSIC INDUSTRY DEPARTMENT

CR's Record Company Relations Department (RCRD) has taken on a new look for 1969-70, both in name and director. Its new name is the Music Industry Department, but its main function of aiding college station program directors in their relations with record companies and distributors remains the same.

MID's new director is Ed Meyering, a senior in radio/television at Oklahoma State. His activities in the past have included working as production manager and program director of KVRO FM at OSU and this year will be assuming the duties of general manager.

All correspondence to the Music Industry Department, regarding surveys, record reviews, etc. should be directed to Ed, c/o the Journal of College Radio.



MINORITY GROUPS STUDY AT COLUMBIA

The Columbia University Graduate School of Journalism trained 35 members of minority groups for careers in broadcast and print journalism this summer. The students took part in an intensive 10-week program in which twenty of the students were trained in radio and television news and the remaining ten in print journalism.

The university conducted its first summer program last year, training 20 men and women exclusively in broadcast journalism.

TIME TO RENEW

Recent FCC inspections have revealed that many third-class radio-telephone operator licenses with broadcast endorsement have expired.

Unlike the original restricted operator permit, the third-class license is valid only for a five year period and must be renewed at the end of that time. In addition, the new provisional third-class license which was recently authorized is valid for a one-year period and is not renewable.

MSU COMMUNICATIONS INSTITUTE

Twelve students from Kentucky, Virginia, Indiana, and Ohio attended radio-television classes in the second annual High School Communications Institute which was held this past spring on the Morehead State University campus at Morehead, Kentucky.

Under James Uszler, instructor of radio and television at MSU, students learned about different areas of the industry, including news editing and presentation, video taping, announcing, advertising, and programming. Uszler was assisted by Cameron Keyser, a sophomore at MSU.

Main objectives of the institute were to give students a realistic look at the profession, instead of just showing the glamour of the industry, and to acquaint them with the basics of radio and television. Another aim was to prepare students for the FCC third class license examination.

NAB MAKING PLANS FOR BROADCASTINGS 50TH ANNIVERSARY

Don Dailey, Vice President of KGBX in Springfield, Missouri, has been named to head the NAB committee planning for the observance of broadcasting's 50th anniversary in 1970.

IRT FOUNDATION RE-ELECTS MEIGHAN, SHEPARD

Howard S. Meighan, Catalyst, and Albert B. Shepard, President, Media Survey Inc.; were re-elected Chairman of the Board and President, respectively, by the International Radio and Television Foundation at its annual meeting the past June.

James E. Allen, President, Group W TV Stations Group; and Willard E. Walbridge, VP and General Manager, KTRK-TV, Houston; were added to the Board.

The Foundation is a division of the International Radio and Television Society and has provided funds for the Society's College Conferences, scholarships and other educational activities.



Gates' Class "A" circularly-polarized FM antenna is designed to handle low power inputs at less cost to Class "A" FM broadcasters, yet has all of the electrical advantages of a high-powered, heavy-duty FM antenna.

RULES WAIVED FOR ADELPHI UNIV.

The FCC waived their rules to allow an application by Adelphi University, Garden City, N.Y., to be filled for FM channel 212. The channel is presently assigned to Station WSHS, Central High School, of the Towns of Hempstead and North Hempstead, in Floral Park, N. Y. WSHS's license expired June 1, and an application for renewal is pending. Also pending is an application for assignment of the WSHS license to the Nassau College Association, Inc. WSHS has not engaged in broadcasting within the past three years, and while the rules do not require non-commercial educational FM stations to operate on a regular schedule or minimum number of hours, it states, "... the hours of actual operation during a license period shall be taken into consideration in considering the renewal ... wherever it appears that the channels available for such stations are insufficient to meet the demand." Adelphi proposes daily operation from 10:00 a.m. til midnight with an ERP of 350 watts and antenna height of 90 feet.

TOP 1000 WEEKEND

WRTC, Trinity College, Hartford, Conn., recently completed a nonstop countdown of the top 1000 pop recordings of all time. The carefully-researched project, nearly two years in the works, began at noon on May 17 with the number 1000 hit of all time, "I Sold My Heart to the Junkman," by *The Bluebells*. Davey Gilbert, an oldies enthusiast and one of the driving forces in the project since its inception, contributed a 17-hour marathon which led up to the airing of the all-time number one pop recording, *Percy Faith's* "Theme From A Summer Place," the following Monday at 11:00 p.m.

FCC HEARING DESIGNATED

The Commission has designated for consolidated hearing the mutually exclusive AM applications of Charles W. Hurt, and WUVA for new stations to operate on 1400 kc, and of WELK Inc. to change operation of its station from 1010 kc, to 1400 kc, in Charlottesville, Va. WUVA is a non-stock corporation whose members are students attending the University of Vir-

ginia at Charlottesville. The issues to be determined include efforts made to ascertain the community needs and interests of the area to be served and the means by which applicants propose to meet the needs and interests, financial qualifications, and if not whether circumstances warrant a waiver.

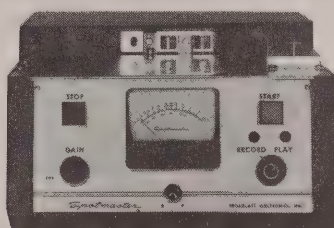
SPECIAL LICENSING AGREEMENT

After considering negotiations, IBS General Counsel, Mr. Herbert B. Barlow, Jr., has announced that a special licensing agreement will be made available to commercial radio stations that are affiliated with colleges and universities. Details will be forthcoming in subsequent news releases.

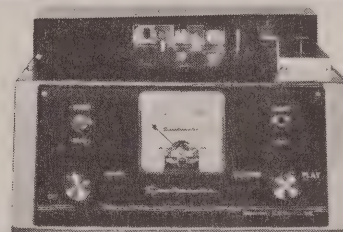
The Spotlight Is on

Spotmaster

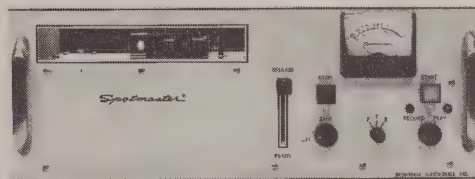
Superior Tape Cartridge Recording and Playback Equipment



Model 500 C



Model 400 A



Model 500 CR

COMPACT 500 C SERIES—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output ... adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

RACK-MOUNTED 500 C MODELS—The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance.

All 500 C models carry iron-clad full-year guarantees.

ECONOMICAL 400 A SERIES—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. *Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment ... worldwide!*

BROADCAST ELECTRONICS, INC.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983



CAPITOL HILL

McCLOSKEY REPORT

Mr. McCloskey began working in broadcast news in 1961 as a weekend and summer news writer for WIP in Philadelphia. From 1967 to 1968, he was a broadcast information specialist with the U.S. Army.

While attending Villanova University, he served as Campus News Director, News Director, General Manager of WWVU and Regional Director of the IBS Eastern Region. Presently he is News Director of WASH, in Washington, D.C.

With Congress cracking down on cigarettes, the manufacturers seem to have joined together in a deal that will attempt to bar further warnings on packs, and stall, if not eliminate the threat of further curbs on advertising. The victim is broadcast advertising.

For the networks and major market stations, the end result will probably be a momentary slow down in rate increases. The spiral—that is, *sold out, rate increase, return to sold out*, is what has made major market broadcasting as profitable as it is today. The availabilities left open when the cigarettes leave will, in all likelihood, quickly be filled by other national accounts.

Local salesman, always jockeying for better time slots for their clients (who frequently monitor the station), will be secretly happy at the demise of cigarette advertising.

For the small market station, or the college station where some big national accounts make up the bulk of the sales dollars, the gap will not be filled as quickly.

Since closed circuit carrier current stations do not come under most FCC rules, the decision by the tobacco companies might actually be to college radio's advantage. It could be

these stations will become the only ones carrying cigarette advertising. (Ed. note: At the present time, there is an agreement among tobacco manufacturers not to advertise through any campus medium. Considering the state of affairs, it is doubtful that this agreement will be changed).

Now might be a good time to write the companies directly or their advertising agencies to present this possibility. That, of course, is after you hassle your own moral problem with the smoking/cancer problem.

While on the subject of sources of college station advertising revenue, the University of Maryland station, WMUC, recently found itself approached by a major beer company which had learned that the college authorities had just authorized beer on campus. The company reportedly bought a healthy schedule to reach WMUC's audience, all potential patrons either immediately or when they reach 21.

License Lifting

College stations apparently have little to worry about as far as the FCC's recent decision to lift the license of WHDH-TV in Boston. An FCC lawyer in a recent speech told a gathering of News Directors it was his impression that the Commission members were more interested in quantity of public service, rather than any qualitative measurements. College FM licensees could not possibly be in trouble on that score.

With the ever increasing interest in operating FM stations and the drying up of dial position availabilities, it might not be too long before we see one school challenging another for a frequency. Many law school students thoroughly enjoy getting involved in big time fracasas like this.

Beep-Plus

Broadcasters have been asked to comment on a proposal by the FCC that newsmen warn a person at the beginning of a telephone conversation that it is being taped. This will apparently be in addition to the "beep" signal already required. Newsmen probably will contend that this will stifle candid observations on issues and bring about more dull, non-probing news release type telephone interviews.

COMPARE... YOU'LL BUY a CCA FM Transmitter



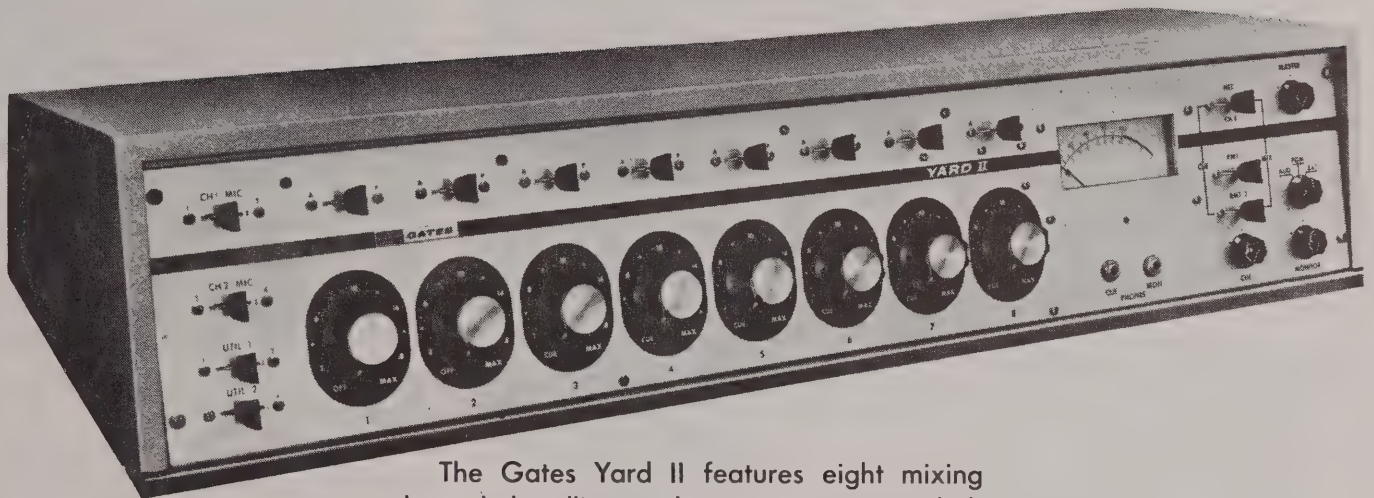
CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



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Telephone: (609) 456-1716

New from Gates...
the Yard II eight channel
all silicon transistorized
audio console.



The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

Let us tell you more about the Yard II. Write or call Gates Radio Company, Quincy, Illinois 62301. Telephone (217) 222-8200.



GATES

A DIVISION OF HARRIS-INTERTYPE

MEMBER SERVICES

Now at University of Idaho



Nestled in the Palouse Valley pines of Northern Idaho is Moscow, the new home of IBS member services.

Out of several schools considered, the Board of Directors during its meeting last spring selected Moscow for the member services site.

The University of Idaho, with an enrollment of around 7,000, makes an excellent location for the office with the college stations KUOI FM & AM and KUID-FM and a student body that highly supports campus radio.

The beautiful campus makes a scenic setting which attracts a wide variety of students to attend the liberal minded institution.

The IBS office is located on the 3rd floor of the Vandell Student Union Building and over the summer has acquired a delightful new-look with the interior decorating that has taken place to adopt it perfectly to house M.S. At present the entire program is facilitated in a one-room office which before IBS was a portion of the



University's annual room. Though it is small, the two-desked windowed pent-house-like office is quite adequate.

MS is at press time, not completely staffed for fall but intends to be in good shape from that aspect by mid-September.

Director of Member Services, Ron Bozarth has done an excellent job thus far with the getting ready for the fall rush and is backed up by directors Steve Straight, a former KCRH personality from Nampa, Idaho and coordinator Chuck Simmons, former station manager at KUOI. All three have worked extensively in college radio and Bozarth for several professional stations as well. (KFXD, the power station in Southern Idaho and KLOG, a No. 1 station in Western Washington).

Though this is a new step for Moscow, they intend to do all they can to better IBS in any way. They feel that good response to consultation requests is essential to their position and they look forward in taking pride in delivering the best service they can to member stations. Although their only function right now is to send questions and problems in the right direction, they hope to handle forms distribution and consultation to a greater extent and eventually to become the central office for IBS.

WOMEN IN BROADCASTING

by Virginia Bailey

There are a great many things to be said about a women's career in broadcasting. Most of them have already been said—both the good and the bad. Perhaps one of the most important things anyone will ever say to you is "career." Unless you plan to make it such, you won't realize the full personal satisfaction possible from work in the field. The same holds for any field from business executive to marriage. Three years or so are hardly enough to do more than get a desk organized and finish the basic training. The longer you stay in broadcasting, the more you'll find you need to keep reading, asking questions, and continue learning about the business. Not just need to—want to. Once your education is finished, so are you.

Article writing such as this would hardly seem to be part of a broadcaster's line. If it isn't, I personally feel the education and career of that broadcaster have been neglected and unfulfilled. I don't mean to say everybody should be published, but unless she has the ability to produce a magazine article, a page of public relations news, or a piece of print copy, she's missing a great big opportunity. It's specialize vs. diversify. I vote for diversify. Unless you're the world's greatest in your specialized field (and let's face it—there can only be *one* greatest) your chances at the personnel office drop severely. Three years after graduation, with some five years broadcast experience behind me, I found myself in an ad agency writing print copy exclusively. If you think you've ever crammed for an exam, you haven't seen anything, yet!

Your future may very well depend upon your ability to adapt yourself to the job that's open. If you have a job you can always get another one.



Virginia Bailey is Assistant to the Manager at WNAD radio in Norman, Oklahoma. She has worked as a writer-producer for a closed circuit broadcaster, radio and television stations, and in advertising agencies. She does free-lance writing as well. A graduate of San Francisco State College with a B.A. in Radio and Television Production, she is currently studying for her M.A. in Broadcast Journalism at the University of Oklahoma. She was selected for inclusion in *Foremost Women in Communications, 1969-70*, and *Two Thousand Women of Achievement, 1970*. She is a member of American Women in Radio and Television.

But try to get one when you don't have one or have never had one. Short-hand and typing are no crime. They can be a valuable asset. Being a secretary in a station or ad agency isn't dull unless you make it so. A secretary who is assistant to an executive stands to learn the ropes of management better than just about anybody else. Not every woman would be happy in management, but she owes it to herself, her career and her employer to be exposed to it if for no other reason than better understanding of her own job and her position in the organization.

O.K., young lady, where's your future in broadcasting? It's anywhere you want it—sales, writing, production, talent, management. Women are accepted now in all types of jobs. And they're doing them well. Work traditionally considered best done by women is now being turned over to men. Traditional men's jobs are being filled by women. The individual's ability to produce is the job-getter now—not merely the sex of the applicant. Whom you know may get you a job. What you know will get you a better one. That college is your license to learn. The rest is up to you.

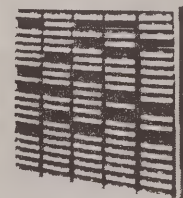
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RS-25



Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

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CCA CCA ELECTRONICS CORP.
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STATION OF THE MONTH

KCSU-fm

Radio Station KCSU-FM
Colorado State University
Ft. Collins, Colo. 80521
484-3525
90.9 m.c.
3500 Watts (This Fall)

General Manager Bud Elliott
Program Director Larry Sato
Business Manager Bruce Duckworth
Chief Engineer Tim Cutforth
News Director John Pray

Colorado's largest college radio facility, KCSU-FM, began as the carrier current brain-child of several engineering students as early as 1960, with the call letters of KCAM (for Colorado A&M, the former school name). Now in its fifth year of broadcasting with 800 watts ERP, KCSU-FM has taken its place in the radio industry, both in Colorado and the nation.

The office and studio is located in the Communications Wing of the Colorado State University Student Center. The original studio was a remodeled storage room in the student center basement, consisting of a control room, studio, and one office. The present facilities were planned with the assistance of Faculty Advisor Bob McFarlane specifically for a radio station . . . consisting of an isolated studio, main control room, announce booth, production room, shop and archives, newsroom, large general office area, and separate offices for the Program Director and General Manager. The new building was constructed as part of the Student Center expansion building program in 1968. All of the wiring and some of the construction of special facilities was done by KCSU-FM staff members.

KCSU-FM is a member of the Intercollegiate Broadcasting System, the National Association of Broadcasters, the Colorado Broadcasters Association, and the National Association of Educational Broadcasters. The student owned and operated station is an affiliate of the American Contemporary Radio Network, National Educational Radio, and maintains a working liaison with the Intermountain Network.

Programming at KCSU-FM is centered around an "integrated" sound concept, which couples educational programming with an emphasis on news with the best in young adult music. The idea of "contemporary sound" is carried throughout the station, with high-quality creative production, audio



news impact, locally-produced documentaries, the only record survey in northern Colorado, and continuing station promotion both on the air and off . . . as well as specialty programming such as a midnight jazz program, Saturday night "soul" show, and a Sunday "oldies" program.

The all-student staff consists of a General Manager, Program Director, Business Manager, Chief Engineer, Chief Announcer, News Director, Traffic Director, 12 staff announcers, and 8 newsmen. The General Manager and Business Manager are appointed by the Board of Student Communications, which is also responsible for funding through an appropriation of student fees by the governing body, the State Board of Agriculture.

When the station was originally established, most of the major equipment was either donated or purchased used. With the expansion to new quarters, nearly \$15,000 was earmarked for capital equipment expenditures, resulting in a concentration of some of the finest radio broadcast and recording equipment in Colorado. The pride of the control room is a Gates "President" console, together with the 16" turntables, tape recorders, and Tape-caster cartridge units. Auxiliary equipment includes a stereo mixer, Dyna stereo amplifier, Fairchild "Reverbatron," 4 audio patch bays, an Altec variable equalizer, microphone patch bay, and transmitter remote controls. Some of the original equipment (such as the turntables) were moved to the production room. The center of production is a Gates "Producer" console, and other production equipment includes three 1/2 track tape recorders, and a Tape-caster cartridge record/playback unit. Both the control room and production room are equipped with full telephone recording facilities. A Sparta 4-channel console and a turntable give full remote studio facilities. The transmitter is the original Gates 250 watt model.

During the past two years, under the management of Dave Felice, KCSU-FM has become an important force in both educational and commercial broadcasting in Colorado. Emphasis was placed on expanded local and regional news coverage, utilizing all the advanced techniques of electronic journalism. As a result, KCSU-FM has been able to provide such services as one of the most extensive and comprehensive reports during the last presidential election, long after other stations had signed off. Voices of KCSU-



Ted Scott looks on as several newsmen are at work. Dave Felice prepares Norelco "101" recorder for use on a remote. Special 8-foot desk was custom built by Staff members for use in the KCSU-FM newsroom, for administrative work. Audio news is prepared in the production room.



Harvey Hoffman running the control console while Ted Scott is doing a newscast from the announce booth.

FM newsmen are heard consistently on the Intermountain Network, and their names appear at the top of the United Press International stories-filed "Pat" list. The station has been producing a number of documentary programs of both an informational and entertainment nature. The KCSU-FM Sports Team broadcast most of the football and basketball games, traveling to Fort Worth, Texas and Manhattan, Kansas for the NCAA basketball play-off tournaments.

Also, during the past year. Program Director Ted Scott embarked on an extensive promotion program with the weekly record survey, a weekly station

newsletter, quality contests, and public relations correspondence. Some of Scott's promotion ideas were printed in a recent edition of the Journal of College Radio (March, 1969). As a result of the record survey, CR designated KCSU-FM as one of the nine most musically-aware college radio stations.

In expressing plans for the future, General Manager Bud Elliott says he hopes to continue development along the same lines as in the past successful five years. Elliott has expressed a desire to increase the emphasis on local news and promotion as well as national awareness of KCSU-FM 90.9 Radio.

A Letter from the Convention Chairman

It was really great to see so many of my fellow broadcasters at Convo30 this past March at the Washington Hilton. I am sure there were a few of you who have in the past experienced frustration and delight co-terminously; those can appreciate what I felt seeing so beautiful a turnout at the thirtieth annual convention. That was a real "happening" which enveloped D.C. last March. You felt it, I felt it, Tommy Smothers felt it—we all enjoyed it tremendously. If we could put it into a pill, let's call it "IBS"—no sugar needed!

Many of the people I have been working with these past months think we should give you a sampling of the ingredients—in modularized form. Turning the page you will find a little something we thought up to help you groove with us: the plans for "HOW TO BE RELEVANT WITHOUT REALLY SAYING ANYTHING"!

Conventions seem to be my bag, and I really enjoy broadcasting—the like is true with my staff, so we are really enjoying putting "31" in order, and hope you will enjoy planning your calendar right along with us. We also enjoy broadcasting as a personal medium, so a lot of the nitty-gritty details are missing—that's the Business Directors thing. Tell him he can find out the details about "31" by writing a not too business like letter—we guarantee he'll get a speedy reply! (no fancy titles needed—just write)

Billy Kohlstrom
St. Francis College
Biddeford, Maine 04005

See how easy it is!

FM SCA ADAPTER

Miniaturized Module connects to any FM Tuner. Use in sub-carrier educational broadcasts, or for commercial-free music to study by. Model MX-6, operates on 6-12 volts, price \$29.

T-106 Tuner has both main and sub-channel output jacks, \$89.

R-116 Receiver for main and subchannel programs with 5 watt amplifier, \$119.

K-LAB

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S. Norwalk, Conn. 06856

CALENDAR

Sept. 6-12—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif.

Sept. 23—FCC newsmaker luncheon. *International Radio & Television Society*. Waldorf-Astoria, New York.

Sept. 23-27—International conference of *Radio-Television News Directors Association*. Statler-Hilton Hotel. Detroit.

Oct. 23-24—NAB Regional Conference. Palmer House. Chicago.

Oct. 27-28—NAB Regional Conference. Statler-Hilton. Boston.

Oct. 30-31—NAB Regional Conference. Marriott. Atlanta.

Nov. 13-14—NAB Regional Conference. Marriott. Dallas.

LPB Completes 10th Year

Low Power Broadcasting Company, a novel full-time business almost entirely oriented to the requirements of college broadcasters, shipped its first three transmitters in 1960. Now, ten years, and nearly 3,000 units later, LPB plans to continue its program of expansion for the remainder of 1969.

Plans include the production of over 1,000 units, and are already running ahead of schedule. The newly introduced 50 watt RC-50B transmitter has met unexpected demand and has prompted a largely mechanical redesign effort, which will result in the fall release of the RC-50C, the first carrier-current transmitter to exclusively use printed circuit techniques.

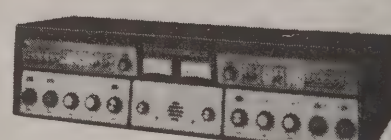
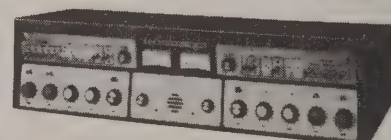
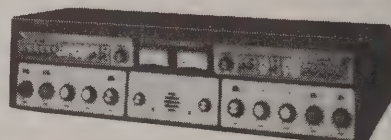
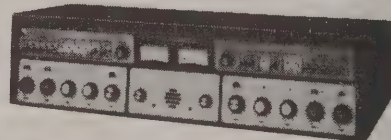
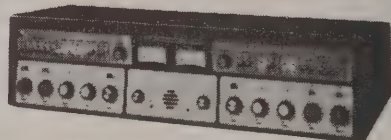
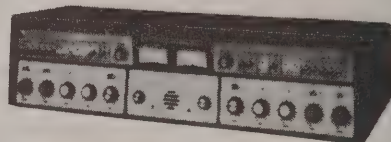
LPB's President, Richard Crompton, has had a number of interesting "over the transom" requirements for limited area FM broadcasting in the past several years. These include transmitters in New York's Shea Stadium, and various prisons, trailer parks, high schools, construction projects and summer camps. In the coming year, Crompton and Theodore Davey (who joined the organization as Operations Manager in February of '69) hope to devote more time to showing other potential users the many advantages of this technique of broadcasting, which has been so popular for over 30 years on the college campus.

COMPARE...

YOU'LL BUY a

CCA "ULTIMATE"

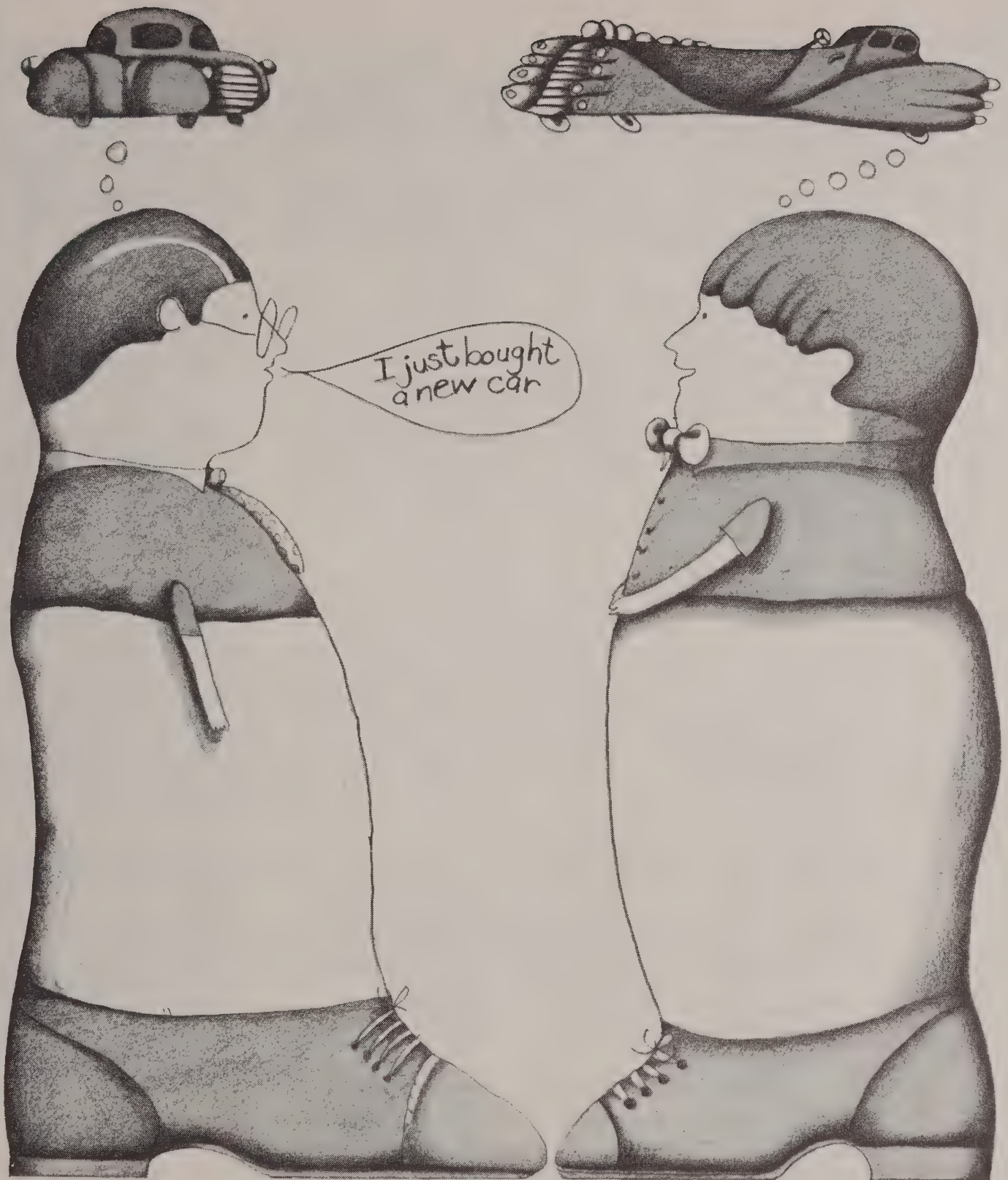
**10 FADER STEREO or
DUAL CHANNEL MONO
CONSOLE**



We've not spared any expense in offering our completely transistorized, full capacity, ten fader stereo and dual channel mono consoles. We're using Altec faders, Altec pre-amplifiers and Altec transformers!! Substantial switchcraft switches!! A completely enclosed RF shielded metal cabinet dressed with mahogany wood and covered with handsome formica!! Switching facilities beyond your expectations!! You will understand why we call these consoles—the "ULTIMATE". Detailed literature upon request.

CCA

CCA ELECTRONICS CORP.
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***There are 600,000 words in the English language.
The educated adult uses about 2,000 a day.
Of these, the 500 most frequently used have 14,000 different definitions.
Does anyone know what anyone else is talking about?***

COLUMBIA SCHOOL OF BROADCASTING

NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,
OR ANY OTHER INSTITUTION.



MUSIC INDUSTRY DEPARTMENT

SINGLES

LAST
WEEK

WEEKS
ON

1	GREEN RIVER	Creedence Clearwater Revival	Fantasy	0
2	GET TOGETHER	Youngbloods	RCA	0
3	GIVE PEACE A CHANCE	Plastic Ono Band	Apple	0
4	SUGAR, SUGAR	Archies	Calendar	0
5	LAY LADY LAY	Bob Dylan	Columbia	0
6	HONKY TONK WOMEN	Rolling Stones	London	0
7	A BOY NAMED SUE	Johnny Cash	Columbia	0
8	EASY TO BE HARD	Three Dog Night	Dunhill	0
9	POLK SALAD ANNIE	Tony Joe White	Monument	0
10	I CAN'T GET NEXT TO YOU	Temptations	Gordie	0
11	I'LL NEVER FALL IN LOVE AGAIN	Tom Jones	Parrot	0
12	NITTY GRITTY	Gladys Knight & The Pips	Soul	0
13	BIRTHDAY	Underground Sunshine	Intrepid	0
14	HOT FUN IN THE SUMMERTIME	Sly & The Family Stone	Epic	0
15	HURT SO BAD	Lettermen	Capitol	0
16	SOUL DEEP	Box Tops	Mala	0
17	LAUGHING	Guess Who	RCA	0
18	JEAN	Oliver	Crew	0
19	OH, WHAT A NIGHT	Dells	Cadet	0
20	KEEM-O-SABE	Electric Indian	United Artist	0

BREAKOUTS

KSLA
California State College
Muddy Mississippi Line
Bobby Goldsboro
United Artists

KVRO
Oklahoma State University
Poor Moon
Canned Heat
Liberty

SWTGR
Memphis State U
Don't It Make You Want To Go Home
Joe South & The Believers
Capitol

No One For Me To Turn To — Spiral Staircase — Columbia; Here I Go Again — Smokey Robinson & The Miracles — Tamla; Rain — Jose Reliciano — RCA; Need Love — Vanilla Fudge — Atco.

Please send your play lists and pic hits to MID. The MID survey is made from the lists sent to the Journal.

ALBUMS

1	BEE GEES	BEST OF THE BEE GEES	ATCO
2	JEFF BECK	BECK-OLA	EPIC
3	BLIND FAITH	BLIND FAITH	ATLANTIC
4	BLOOD, SWEAT & TEARS	BLOOD, SWEAT & TEARS	COLUMBIA
5	CANNED HEAT	HALLELUJAH	LIBERTY
6	JOHNNY CASH	JOHNNY CASH AT SAN QUENTIN	COLUMBIA
7	CHICAGO TRANSIT AUTHORITY	CHICAGO TRANSIT AUTHORITY	COLUMBIA
8	CREAM	BEST OF CREAM	ATCO
9	CREEDENCE, CLEARWATER	BAYOU COUNTRY	FANTASY
10	CROSBY/STILLS/NASH	CROSBY/STILLS/NASH	ATLANTIC
11	DONOVAN	DONOVAN'S GREATEST HITS	EPIC
12	DOORS	SOFT PARADE	ELEKTRA
13	BOB DYLAN	NASHVILLE SKYLINE	COLUMBIA
14	FIFTH DIMENSION	AGE OF AQUARIUS	SOUL CITY
15	JIMI HENDRIX EXPERIENCE	SMASH HITS	REPRISE
16	TOM JONES	THIS IS TOM JONES	PARROT
17	LED ZEPPELIN	LED ZEPPELIN	ATLANTIC
18	SMOKEY ROBINSON & MIRACLES	TIME OUT FOR . . .	TAMLA
19	STEPPENWOLF	EARLY STEPPENWOLF	DUNHILL
20	THREE DOG NIGHT	SUITABLE FOR FRAMING	DUNHILL



BLIND FAITH . . . Atco (SD 33-304)
A new group composed of Eric Clapton and Ginger Baker (former Cream), Steve Winwood and bass guitarist Rick Grech have teamed up to give a new sound which might be compared to the old Cream with a filter on it. More lyrics and less hard rock. Should be at top of album charts on campuses soon to replace old Cream.



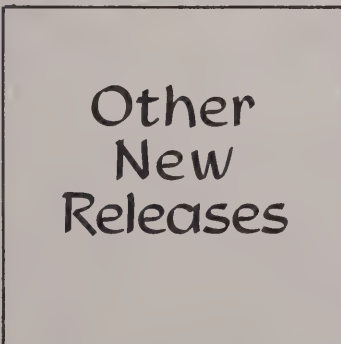
SPRING . . . CLAY HART . . . Metro-media (MD 1008) Considered on the country side, but has some good cuts besides "Spring" a former single. "Free" is a ballad with a unique twist. Also he includes another version of "Laura (What's He Got)". Title song is not about the season, but about the beginning of life. All selections about life — both happy and sad.



BARABAJAGAL . . . DONOVAN . . . Epic (BN 26481) Always big on college stations, this one should go too. Album includes 3 of Donovan's single releases, "Atlantis," "To Susan on the West Coast Waiting," plus title song. Backed up by Jeff Beck Group. A selection for single play . . . "Where Is She."



MAKE A JOYFUL NOISE . . . MOTHER EARTH . . . Mercury (SR 61226) This one has two sides, "City Side" and "Country Side." This group has had several hit albums — this one may be best. Done all in blues, ranges from "Stop the Train" to "You Win Again."



THE ASTRAL SCENE . . . ASTRAL PROJECTION . . . Metromedia (MD 1005) / **MILKWOOD TAPESTRY . . .** Metromedia (MD 1007) / **LOWELL DAVIDSON TRIO . . .** ESP Disk (1012) / **ROGER MILLER . . .** Smash (SRS 67123) [This is the one with "Me and Bobby McGee"]

MUSIC INDUSTRY DEPT.

DISC NOTES

by Ed Meyerling

Received word this week that ESP supports college radio. According to the release, ESP-DISK records is fully aware of the lack of funds of most college radio stations to maintain a library of LP's, so, they have decided to kick off a college radio support program as of September 1. To help build these libraries, ESP is shipping free of charge a representative kit of ESP products. Stations should receive it within the next 2 or 3 weeks. They will also make available to all college radio stations new releases and those in their catalog for 75c each. "Naturally, no record company can continue to supply every station with new releases . . ." That is a quote from the release sent out last week.

MID

Joe Medlin is no longer with DECCA. Start sending your play lists to Mel Moore, Decca Records, 445 Park Ave., N. Y. 10022. Mel said to call him at 212-759-7500 if you have any problems. There is his address and phone number — what are you waiting for?

Ron Weisner of BUDDAH asked to be placed on your play list. His address is 1650 Broadway, N. Y. 10019.

MID

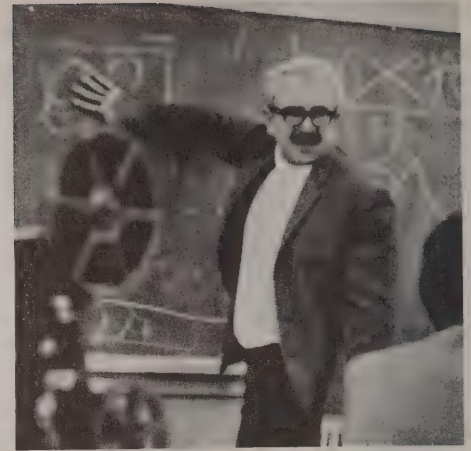
Jeannie C. Riley's "Harper Valley P. T. A." on PLANTATION was picked as the "Jukebox Record of the Year" by the Music Operators of America. It beat out "Hey Jude" and "Aquarius." "Jukebox Artist of the Year" honors went to Glen Campbell. MGM came away with "Record Company of the Year."

MID

Harry Zerler (with CR's former RCRD) has been appointed associate product manager, popular album merchandizing, COLUMBIA Records. He started as a page with NBC and was East Coast representative of IBS. Hope to see more of him in future issues of J of CR.



EXPERIENCE & THEORY



ON-THE-JOB TRAINING

by William R. Berry

A current problem in broadcast training is the attempt to teach courses in Radio and Television in only two dimensions.

Instruction in broadcasting has attained a certain degree of proficiency in two dimensions of broadcast instruction: through lecture, and through laboratory sessions in our campus studios. But the dimension necessary to complete the picture of the broadcast industry: the dimension of on-the-job training for students of broadcasting is often omitted.

For present purposes, on-the-job training refers to part-time commercial broadcasting work by the student of broadcasting, concurrent with his academic program. This may be afternoon or weekend work during the academic year, full-time summer work, or both.

The value of on-the-job training for the student of broadcasting is dependent upon several variables. As in most questions, it is impossible to give a completely positive or negative answer to the value of on-the-job training in broadcasting.

One important variable in determining its relative value is the type and quantity of professional equipment provided by the educational institution in question. A student attending a college which has equipment equal to, or better than the average radio and television channel, will find on-the-job training of less value than the student attending a college which has little or no broadcast equipment.

Many of our colleges and universities are very well equipped, while others are totally lacking in adequate facilities. A large eastern university has broadcasting facilities, which include four completely-equipped laboratory-classrooms, a 5000 watt radio station, and an educational television channel. Less than forty miles away from this university is a college whose total broadcast-training equipment consists of a small tape-recorder. It seems important that broadcast students of both of these institutions should have on-the-job training, but more especially the latter.



William R. Berry is an Associate Professor of Speech and Director of Broadcasting at the State University College of Arts and Science in Geneseo, New York. He holds the Bachelor of Arts and Master of Arts degrees from Baylor University, and has done work for his PhD. at Syracuse University.

Mr. Berry's writings have appeared before in CR, having an article entitled, "The Rewards of College Radio," which appeared in the October, '66 issue.

It seems that the vast majority of our colleges are sadly lacking in adequate professional equipment and facilities. Harold Niven, in his sixth report which surveyed broadcast instruction in American colleges and universities, reported that of 170 schools responding to the survey questionnaire only 97 were licensed to broadcast. The number of schools adequately equipped is infinitesimal when compared with the number of schools attempting to teach broadcasting with substandard equipment and facilities.

In evaluating the relative value of on-the-job training in broadcasting, the caliber of instruction available in the local college should be considered. Some colleges are staffed with men who have had extensive training in broadcasting, and intensive training in the technical aspects of broadcasting. Many of these same teachers have spent several years in the broadcast industry before entering the teaching profession, thus bringing the realism of the commercial station to the classroom situation. The value of this type of instructor is obvious. Fortunate is the student who learns broadcasting from this type of instructor.

On the other hand, there are scores of instructors who teach radio and television courses because there is no one else on the departmental staff to do it. At times, the only qualification that these instructors have is the one or two courses that they happened to have taken during their college training. This type of instructor is about as

competent to teach radio and television as that one tape-recorder mentioned earlier can substitute for a completely equipped control room. It is obvious, then, that a student who is subjected to poor broadcast instruction will find on-the-job training an important co-curricular aid.

Due to their geographical location, many colleges find it impossible for their students to find part-time employment in local stations; so another factor to be considered is the proximity of the college to radio and television outlets. For a college which is remote from radio and television channels, the program is impracticable.

A very important factor which should also be mentioned is the cooperation or lack of cooperation of commercial broadcasters near the college. The program of on-the-job training is dependent upon their cooperative attitudes and interests in the students of the college.

It should be noted that the term "program" of on-the-job training is used. A well-planned program seems to be essential to the success of this attempt to combine the classroom/laboratory situation with the practical experience of commercial broadcasting. The program should include careful correlation of the Radio/Television course work with the programming of the local stations involved. Careful assignments and periodic evaluation should be made of the student personnel in the program. It seems unnecessary to add that much of the success of the program is dependent upon the effective liaison between the instructor of broadcasting and the station management and staff near the college. This relationship should be carefully cultivated by the teacher attempting to build a program of this nature.

OPPOSING ATTITUDES

College broadcast instructors have two basic opposing attitudes toward on-the-job training. The first of the two boils down to the statement: "teach them principles, they can learn 'switch-flipping' later." This is sometimes the rationale of the instructor who has so little professional equipment that all he can do is to teach principals. This is not to say that this view is invalid. A legitimate criticism of our radio/television instruction is that much of our class time is spent on techniques which the student learns the first month of full-time broadcasting after graduation. In effect, this view holds

that radio/television instruction should concentrate on teaching the history and basic principles of broadcasting, and leave the more easily acquired "mechanical skills" to a later time. This view was expressed by Mr. Bill Morgan, General Manager of KLIF, Dallas, Texas:

My opinion . . . is that any part-time work in a commercial broadcasting station is unnecessary . . . after academic training is acquired, all time, thought and energy can be directed to practical applications.



Another view which is supported by many is the view which advocates teaching the history and basic principles of broadcasting, plus supplementing the course work by part-time broadcasting with a commercial station. Thus emphasizing the application of the principals learned in the course work. Albert Crews, in Radio Production Directing expresses his opinion concerning on-the-job training in broadcasting thusly:

The more kinds of station situations in which the student can project himself and the more kinds of jobs he can do, the better will be his preparation.

Another writer in the field of broadcasting, Garnett R. Garrison, in Television and Radio: An Introduction, advocates on-the-job training for students of broadcasting as not only helpful, but it is a necessity when he states:

Work is so specialized that on-the-job training and experience is necessary. This means that an apprenticeship system is generally followed.

Not only have writers in the field of broadcasting expressed opinions in

favor of on-the-job training, but also commercial broadcasters such as Mr. Luther Adkins of WBAP, Fort Worth, Texas:

Part-time work with a commercial broadcasting station is certainly more desirable for students planning to make a career in broadcasting. For some of us it was reversed, working a full forty-hour week with part-time college. Many take a full college load, however, when the local station offers a night shift . . . While at Stanford University in 1946, I conducted a survey of name announcers at that time to get their thinking on this subject . . . The idea of practical experience along with the college course is endorsed by Harlow Wilcox, Pat McGeehan, Art Linkletter, Sammy Hayes, and Kenny Delmar.

It seems then, that on-the-job training in broadcasting is valuable because the "apprenticeship" principle applies. In other words, as far as learning the mechanical skills of radio and television is concerned, we learn best by doing.

It seems that adequate training for broadcasting would include a combination of learning the principles of broadcasting and a concurrent opportunity for the application of those principles under the demands of the actual experience of professional broadcasting.

All of this, plus the benefit that the student, who is exposed to the terrific pace and pressure of the broadcasting industry, will tend to lose any false illusions about the profession. Whether this exposure to the "real thing" encourages the student or discourages the student; this is still a needed experience.

There is something to be said both for and against on-the-job training in broadcasting, but it seems to be the opinions of writers in the field, and commercial broadcasters that it is valuable, even necessary, since the ideal training situation seems to include a combination of both course work and practical experience in broadcasting.



FUTURES IN BROADCASTING

by John W. Macy

The following article was adapted from a speech given by John W. Macy, President of the Corporation for Public Broadcasting, at the 30th Annual IBS Convention, March 22, 1969 in Washington, D. C.

Mr. Macy was born in Chicago and attended Wesleyan University, graduating with his BA in 1938. Since then he has almost continually been in government service.

From 1953 to 1958, he was Executive Director of the U.S. Civil Service Commission. In the period, 1958-61, he was Executive Vice President of Wesleyan University, where he was advisor to campus radio station WESU at the time of its conversion to an FM operation.

In 1961, Mr. Macy was appointed Chairman of the Civil Service Commission by President John F. Kennedy, a post to which he was reappointed by Lyndon Johnson in 1964. In addition to his commission duties, he acted as Mr. Johnson's principal recruiter for positions at the highest levels of government, and received the Presidential Medal of Freedom, the highest decoration the President can bestow on any civilian.

On February 6, 1969, Mr. Macy was elected as the first President of the Corporation for Public Broadcasting; a quasi-governmental institution dedicated to the promotion of the public broadcasting sector.

The pundits who observe the campus scene these days talk about the undergraduate's identity crisis. As the first President of an organization called the Corporation for Public Broadcasting, I am experiencing a form of this identity crisis myself. When I name my new organizational affiliation I receive a great variety of inaccurate reaction, such as, "you must be Fred Friendly's latest creation," "what is your relationship to PBL?" or, "are you the latest extension of NET?" Or they assume I am a struggling member of Tom Hoving's citizens army for better broadcasting. And, of course, there are those who are convinced that I never really left government and that CPB is just another bit of federal alphabet soup.

Of course, this identity crisis preserves a bit of that anonymity which is always the objective of a former White House Assistant.

It is to overcome this identity crisis that the Carnegie Commission was formed. The report of that body provided a thoughtful exposition of the potential public benefits to be gained

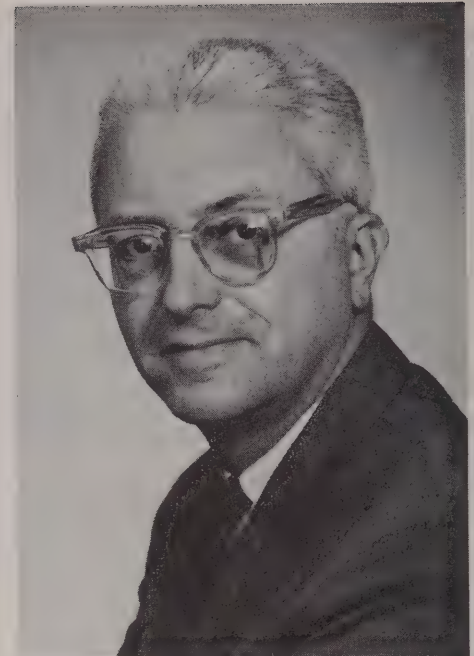
from radio and television delivered to the American people as a broad and diversified public service. A Corporation for Public Broadcasting was the recommended instrument for leadership in realizing this potential. The Congress was quick to accept this organizational model and to give it a statutory life sixteen months ago.

But I am not going to describe the search of public broadcasting for an identity or to give the legal and technical purposes of the Corporation. I would prefer instead to demonstrate the vital role the Corporation may assume in giving leadership standards and assistance for the growth of television and radio in the public interest. I want to offer the view of the future, for it is a time to be future-directed, to talk about expectations and aspirations and not about the historical record. It is enough to admit that the marvelous potential of communication technology has not been realized. It is enough to confess that performance to date has fallen far short of public need. It is probably even proper to admit that there is some truth in VARIETY's claim that public television has lived "in the alphabet soup of many initials and little talent." Even a question from Newt Minow: "Must tedium be the message?" can be forthrightly accepted.

The future of public broadcasting in terms of technical possibility is enormous. With the prospect of available channels in the domestic satellite and available cables in a CATV system, potential capability in communicating with the American people can become increasingly far-reaching with ever improved signals. But we need to direct our attention to our capability to match technological capacity in at least a modest degree with quality programming as a public service.

Public broadcasting must develop programming resources to meet the full potential of this technological wonder for the betterment of the American people in knowledge and information, in art and culture, in understanding and participation.

We are all too prone in contemporary discussions of broadcasting to think exclusively in terms of television. IBS represents what has been called "the hidden medium"—radio. In this delivery of sound via the airwaves will be a significant segment of the Corporation's responsibility. In this sense, each of your stations is a constituent of the Corporation and



your purpose is joined with ours. That purpose is to assist each station in defining broadcasting objectives, in securing its facilities, in programming its broadcasting substance and in augmenting its resources.

To serve the public in the future calls for planning and action on many fronts. In my view, three of these fronts are of particular importance—organizational, financial and technical support; program diversity and excellence; and, the development of talent resources. These three areas are interrelated and central to IBS's needs as well as ours at the Corporation.

In the past, I have reviewed a study of radio conducted by Samuel Holt of Harvard for the Ford Foundation and the Corporation. This study reveals serious deficiencies in public radio, requiring prompt measures if the public stations are to have a meaningful future of public service. The report reveals that there are nearly 400 public stations on the air, that more than 230 of them are university based with only 25 on the AM band and with 160 possessing 10 watt power. There are serious geographic and market holes in the coverage of these stations. Vir-

(Continued on Page 22)

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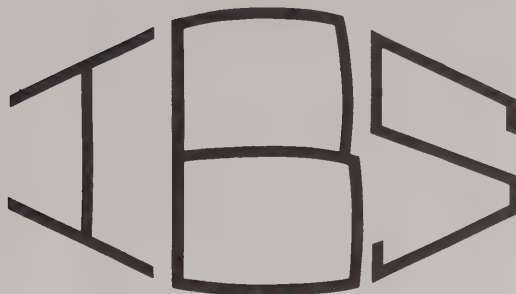


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THE JOURNAL OF COLLEGE RADIO, September 1969

(Continued from Page 20)

tually all of them are marked by limited financial resources, limited management support, limited originating programs and limited network facilities.

The recommendations in this report will receive prompt and serious consideration by the Corporation. Judgments will be made as to the portion of the financial resources available to the Corporation which should be invested in radio. But certain steps have already been taken, or are in the planning stage, or are urged upon the stations, even without Corporation action.

Several positive steps have already been taken, including a review of the organizational location of the station within the institution of the license and amount of available resource in relation to the operating objectives; reviewing the value of actual interconnection among stations, with \$65,000 already granted to the National Education Radio network to expand its service; support for regulation to provide FM band on all receivers, especially those in automobiles, and identification and developments of talent for all phases of broadcasting.

In contemplating the target audi-

ences for public broadcasting, I have noted with distress and chagrin a serious audience gap. The age group representing the rising generation, those in the age bracket from 16 to 25, have the lowest audience interest in public broadcasting. Why is that so? Does program content fail to attract them? Has the generation gap produced the audience gap? No matter what the answers may be to these questions, we are determined to increase the participation of young Americans in public broadcasting for the purpose of reaching this audience as well as for the talent they can bring to our work. The public media should provide a showcase for the young performers who have not gained the star quality which will admit them to the commercial ranks. Likewise, the rising composer or writer, engineer or manager should look to public broadcasting as a promising career where individual skill can be applied to social objectives and where talent contributed can lead to the betterment of American life.

To assure that the Corporation has the guidance of representatives of that age group and is really hearing it as it is, I intend to work with the leaders of IBS in selecting an ad-

visory group of undergraduates and recent graduates. This group will meet with the Corporation's staff to consider program subject and content which will not only appeal to their peers but afford them an opportunity to participate in public broadcasting.

Without resorting to my previous role as a recruiter for the public service, I urge all of you who have already demonstrated an interest and an ability in the broadcasting field to give serious thought to the career challenge present in public broadcasting. This enterprise is still in the early stages of development. You can develop with it. You can have a part in building an institution with far reaching impact on the American people. You can help to shape and to deliver a message of meaning through the marvel of these media to all of the American people.

(Related Story on Page 25)



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TECH TIP

by David Borst
IBS VP-Engineering

Although current technical literature on broadcasting is dominated by articles on the many aspects of engineering television installations, articles bearing on subjects of interest to a person who is broadcasting only audio signals appear from time to time. The ones listed below fall into that category, and if any are of interest, but until now have escaped your attention, this note should encourage you to dig them out.

Broadcast Engineering is published by Intertec Publishing Corp., 1014 Wyandotte St., Kansas City, Mo. 64105. Back issues may be obtained for \$1.00.

Transactions on Audio and Electroacoustics is published by the Audio and Electroacoustics Group of the Institute for Electrical and Electronics Engineers, 345 East 47 St., New York, N.Y. 10017.

"Keeping Accurate Time with WWV" by Ron Merrill, includes information on reworking station clocks. *Broadcast Engineering*, Spt., 1968.

"EAN Alarm System for Newsprinters" by Frank B. Ridgeway, describes a unit when activated sounds alarm when Emergency Action Notification alert or test is received. *Broadcast Engineering*, Sept., 1968.

"An EBS Monitor that Thinks for Itself," by Richard C. Factor. Monitor described includes logic circuitry to eliminate false Emergency Broadcast System alerts. *Broadcast Engineering*, Sept., 1968.

"Studio Console: Tomorrow's Features Today," by Oliver Berliner. Console design includes human engineering concepts. *Broadcast Engineering*, Nov. 1968.

"Human Engineered Remote Audio," by William Wokoun. Unit designed with operator in mind. *Broadcast Engineering*, Dec., 1968.

"Building Microphone and Line Phasing Testers," by Charles D. Sears. Ways to assure the outputs of several microphones are in phase. *Broadcast Engineering*, Feb. 1969.

"Patching in the Studio with the Patch-O-Matic," by James F. Ranney. Discussion of an audio patching idea brings out useful concepts in audio cabling and interconnections. *Broadcast Engineering*, Apr. 1969.

"Analysis of a Feedback-Controlled Limiter Using a Logarithmic Measuring Scale," by B. Blesser and A. R. IEEE Transactions on Audio and Electroacoustics. Dec. 1968.

"Audio Dynamic Range Compression for Minimum Perceived Distortion," by B. A. Blesser. *IEEE Transactions on Audio and Electroacoustics*. March, 1969.

CAT GOT THEIR TONGUE

Cat burglars stole the voice of WELW, a 500 watt AM station serving east Cleveland and vicinity last February by snatching \$30,000 worth of equipment in the pre-dawn hours.

The perpetrators apparently knew their way around a radio station, carefully disconnecting high voltage lines before attempting their work. The bounty including microphones, tape recorders, controls, and WELW's transmitter and auxiliary transmitter.

What do you do on a Sunday morning once you've discovered you've been cleaned out?

"Don't call the FCC," Ken Otstot, WELW's general manager explained. "Nobody's there on Sunday!"

A German Shepherd has joined the station's staff to greet any late night visitors.

KCBL-FM EXPANDS

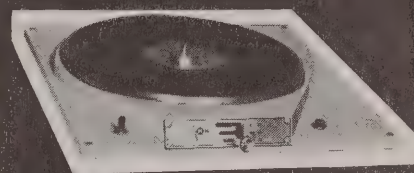
KCBL-FM, the radio voice of Colorado State College, Greeley, is increasing its broadcasting hours by 100% beginning this fall. The new broadcasting day will contain 18 hours a day from 6:00 a.m. to midnight Saturday and Sunday.

All operators are paid on an hourly scale, and according to program director William E. Hurt, scheduling shouldn't be a problem. KCBL operates on 91.3 with 10 watts of power. Hurt also announced that the yearly budget was increased 100% (see Sign-Off). "We have had a great degree of support from the administration and students," said Hurt.

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Judy Molnar a student at the State University of New York at Albany, in Albany, New York. She is a sociology major.

A FORCE FOR CHANGE

A Special Journal of College Radio Report

Though created by an act of Congress, November 7, 1967, the Corporation for Public Broadcasting has only recently begun to make itself felt as a source of new ideas in the educational broadcasting industry. Three significant studies have been released since Mr. John W. Macy, Jr., became President of C.P.B. just before I.B.S.' national convention in Washington at which he spoke.

On May 1, 1969, copies of an inch-and-a-quarter-thick report on The Public Radio Study were released. The report, prepared by Samuel C. O. Holt of Harvard, described the operations, objectives, and problems of educational broadcasters. The study concluded that a large infusion of funds from the Corporation for Public Broadcasting was required for programming production in centers such as Washington, D.C., and for inter-connection on a regional basis (nation-wide inter-connection would be too expensive).

The report also discussed the funding and staffing practices and problems of educational stations.

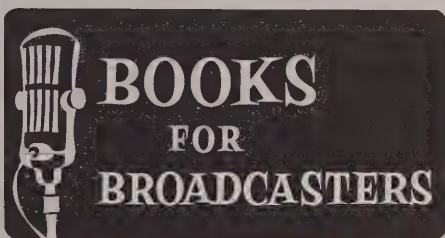
A more specific and immediate recommendation of the report was that the non-commercial FM spectrum be re-allocated. The Federal Communications Commission in its Docket No. 14185 is currently attempting to construct a table of allocations for the twenty "reserved" FM channels at the lower end of the FM band. The Public Radio Study report recommends that the lowest seven channels remain available for ten-watt and for 100-1000 watt stations on an unassigned basis and that the upper thirteen channels be allocated to high power stations in accordance with a table of assignments. Implementation of this proposal would necessitate changes of frequency for a large number of existing stations, but all existing stations could be accommodated, the report concluded.

More recently, the report of the Corporation's College Radio Study by Vincent M. Badger has been released. The report deals with student-operated radio stations in America, which it estimates number over 700, including more than 400 carrier current stations.

Two hundred thirty-three carrier-current and 209 educational FM stations responded to the study's questionnaire.

The study found that the average capital investment in carrier-current stations is higher than the investment in ten-watt FM stations, (\$17,078 v. \$14,736). Operating budgets for academic stations are higher than those of extra-curricular stations (\$6,298 v. \$3,444). The latter derive the bulk of their budgets from student activities funds. The median advertising revenue per commercial carrier-current station was \$1,900, but 19 stations reported commercial revenues of more than \$5,000.

In considering how college stations might be strengthened, the report saw the greatest possibility in putting seed money into the solicitation of national advertising, promotion, and developing listenership statistics for carrier current stations. The report expressed the view that the ten-watt stations are in the most difficult position insofar as improvement of programming is concerned—they are too small to reach a large general public and they cannot sell advertising. Perhaps program production for regional or nationwide distribution is the direction in which these stations should expand, the report concluded.



104 Simple One-Tube Projects, by Robert M. Brown. Tab Books Blue Ridge Summit, Pa. No. 486. 192 p, \$6.95 hardbound; \$3.95 paperbound. Here is a brand-new collection of useful, easy-to-build construction projects for technicians, experimenters, hams, and hobbyists.

Included in this convenient selection volume are test instruments, ham gadgets, receivers, power supplies, DX aids, wireless mikes, tube rejuvenators, electronic games, evesdroppers, stereo and hi-fi devices, and literally dozens more. And none using more than one tube!

The book contains 104 schematic illustrations.

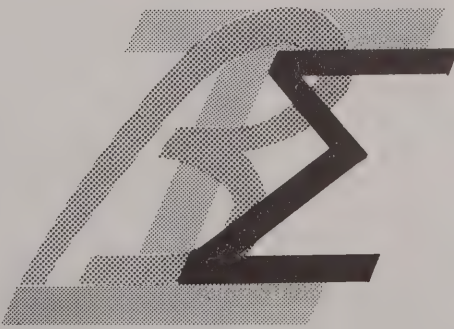
Encyclopedia of Radio and Television Broadcasting, by Robert St. John. Cathedral Square Publishing Co. 542 pps, \$16.95. The Library of Congress in Washington, D.C. lists more than 34,000 books on the subject of radio. Many of these books deal strictly with the technical side of broadcasting, some are primarily speech courses, while a great many others are devoted to a specialized phase of radio or television broadcasting.

No single volume could attempt to cover all phases of this highly diversified field. Nor is that the purpose of this book. Rather, it is intended to present a general background of the highlights in the development of radio and TV for those about to enter the broadcasting field, as well as to provide young broadcasters and veterans alike with a wide variety of knowledge and specific techniques to help them become important broadcast personalities.

Written by a veteran with over three

decades of experience behind the mike, it is a comprehensive story of the exciting world of broadcasting.

Iota Beta Sigma



CORRESPONDENCE

Editor:

I hope that you will not write this letter off . . . As a member of IBS, WVMS receives College Radio Magazine. Let me take this opportunity to give you credit for a job well done.

There is, however, a motive in writing this letter. And this motive is that The Voice of Montclair State is doing things some college FM stations are not. One of these things took place recently. We just completed an 855 mile remote to Evansville, Indiana of a basketball game. The game involved Montclair State and Central Missouri State college in the NCAA small college championship. I know for a fact that most commercial stations don't do remotes of this distance.

Also, we are in the process of building a new console for our studio. This may not seem too great, except that MSC doesn't give engineering degrees, so we pooled our resources and have a group of Industrial Education students working on it. It should be completed in time for your October issue.

I think that it's about time CR devoted some space to a "small" radio station with big ideas.

David H. Kerr
General Manager
WVMS
Montclair State College
Upper Montclair, N.J.

Editor:

I wanted you to know about the surprising response generated by Group W's offer of our five-hour Mozart FM special. As of now, 18 university stations have requested this program.

This response is due solely to the one mention given this offer in your magazine. Obviously you have a responsive audience.

On behalf of Westinghouse Broadcasting Company, Rod MacLeish and Mozart, thank you.

Philip Nolan
National Radio Program Mgr.
Westinghouse Broadcasting Co.

FCC ACTIONS

APPLICATIONS

Peoria, Ill.—Bradley University. Seeks 88.3 mc, TPO 10 w. Ant. height about average terrain 257 ft. P.O. Address: 1501 W. Bradley Ave. 61606. Educational.

Cedar Rapids, Iowa—Mount Mercy College. Seeks 88.9 mc, TPO 11 w. Ant. height above average terrain 141 ft. Address: 1330 Elmhurst Dr., N.E. 52402. Educational.

Aberdeen, S.D.—Northern State College. Seeks 90.1 mc, TPO 10 w. Ant. height above average terrain 70.2 ft. Address: Radio FM Dept-57401. Educational.

Kingsville, Tex.—Texas A&I University. Seeks 91.9 mc, TPO 10 w. Ant. height above average terrain 108 ft. Address University Blvd. & Engineering Ave. 78363. Educational.

Lincoln, Neb.—The University of Nebraska. Seeks 90.3 mc, TPO 10 w. Address: 1600 R St. 68508. Educational.

CALL LETTER REQUEST

Bemidji State College, Bemidji, Minn. KBSB (FM)

CALL LETTERS GRANTED

Central Texas College, Killeen, Tex. KNCT-FM.

Barton City Community Junior College, Great Bend, Kan. KBJC (FM).

OTHER ACTIONS

KCSB-FM Santa Barbara, Calif.—Granted waiver for facility change to permit Regents of Univ. of California to move trans. site and to use directional antenna.

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A microphone, apparently intended to be returned to the manufacturer for service, was missent to Low Power Broadcast Co. without any indication of who the sender was. If whoever properly owns this microphone will identify it, we will be pleased to return it promptly. Contact Richard H. Crompton, Low Power Broadcast Co., 520 Lincoln Highway, Frazier, Pa. 19355.

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Registration

2:00 8:00
I B S Exhibit

3:30 5:00
I B S Information Forum

8:00 11:00
Keynote Dinner

Saturday, April 4

8:00 10:00
Registration

8:00 5:00
I B S Exhibit

10:45 12:00
Sessions and Workshops

12:15 1:30
Box Luncheon

1:45 3:15
General Caucus

3:45 5:00
Sessions and Workshops

7:00 9:00
Reception

9:30
Premier!

Sunday, April 5

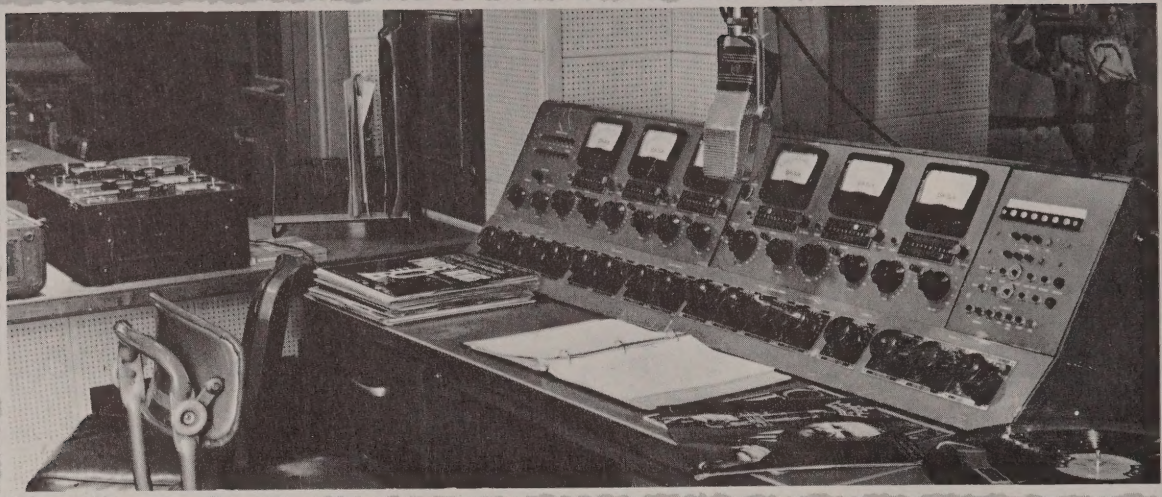
9:00 10:30
Regional Coffee Klatch

12:30 2:00
Luncheon Finale

2:00
N A B
Equipment
Exhibits

10:45 12:00
Sessions and Workshops

Sign Off!



DO YOU NEED \$

Whether you are AM or FM, most stations need money. Here are a few ideas IBS has tried at member stations that worked!

FM Stations

Assuming you somehow, already, made the disastrous error of applying for an educational (non-commercial) frequency, note the following. The commercial frequencies are:

1. Just as easy to get
2. Allow you later use of high quality commercials to raise money
3. In no way demand that you air any commercials at all
4. Are more listened to because of their location in reference to most stations.

All stations should seek a commercial frequency if for no other reason than listener ease and keeping the station's options open.

There are now three options open to you.

1. Enlarge the university grant
2. Get grants from industry and area stations
3. Do program contract work for IBS, or other buyers of programs.

To enlarge the university grant requires a creative and multifaceted attack. These steps should be helpful.

1. Gain recognition
 - a. Nationally through CR articles and pictures
 - b. Locally via program guides, newspaper articles, press releases, etc.
 - c. Use Iota Beta Sigma, the college radio honorary. Make awards to key campus people, etc.
2. Seek alumni support.
 - a. From old yearbooks and alumni records, get ad-

resses of past radio station personnel and give the news of present events. Also, find out about them.

- b. Offer to rebroadcast sports events covered by the station to alumni meetings and alumni clubs via phone lines.
 - c. Use this support to win administration good will.
3. Put in a large, but realistic budget.
 - a. Aim for the moon.
 - b. Have documentation available if required.
 - c. Make the budget *short, factual, large*.

From here on, it's all bargaining. Act awake, interested, and worthy of the money. Present programs of interest and promote activity for all kinds. You will get a large budget increase.

Other money making ideas are: (1) sell print advertising in the program guide, (2) sponsor campus concerts of recording stars, and (3) sell FM radios. See the IBS Master Handbook for three pages of additional ideas.

Money need not be a problem if you aggressively proceed on the IBS path to financial success.

Next month we will cover sales ideas for station advertising. If you still need ideas, write to: Fritz Kass, IBS Treasurer, 326 Wellington Rd., Delmar, N.Y. 12054.

FRITZ KASS
Treasurer
326 Wellington Rd.
Delmar, N.Y. 12054



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Beloit College
Bethany Bible College
Bethel College
Bluffton College
Boston University
Brandeis University
University of Bridgeport
Bucknell University
Bucks County Comm. College
University of Calgary
UofC-Berkeley
UofC-Davis
UofC-Los Angeles
UofC-Riverside
Calvin College
Canisius College
Central Bible College
Central Conn. State College
Central Methodist College
Central Michigan University
Central Wash. State College
Chapman College
Chico State College
University of Cincinnati
Clark University
Colby College
Colby Junior College
Colgate University
Columbia Union College
Columbia University
Concord College
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Defiance College
University of Delaware
University of Denver
University of Detroit
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Duke University
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Eastern Wash. State Univ.
Edinboro State College
Elizabethtown College
Elmhurst College
Elmira College
Emerson College
Emory University

Emory & Henry College
Eureka Col.
Fairleigh Dickinson Univ.
Ferris Institute
Ferrum Junior College
Flint Community College
Franklin & Marshall College
Franklin Pierce College
Geneva College
George Washington Univ.
Gettysburg College
Gonzaga University
Graham Junior College
Grand Valley State College
Greenville College
Hamline University
Haverford College
Heidelberg College
Hiram College
Hofstra Univ. Smith College
Indiana University
Holy Cross College
Hope College
Illinois State University
Immaculate Conception Seminary
Indiana State University
Indiana University
Indiana American University
Johns Hopkins University
Johns State College
Jones College
Juniata College
Kalamazoo College
Kendall College
Kent College
Kent State College
Lafayette College
Lake Forest College
Lane Community College
Lebanon University
Lenoyne College
Lewis & Clark College
Lindenwood College
Linfield College
LA Harbor College
Louisburg College
Louisiana Polytech. Inst.
University of Louisville
Loyola University-Chicago
Loyola University-La.
MacMurray College
Macomb Comm. College
Manhattan College
Marquette State College
Marietta College
Marist College
Marquette University
Mars Hill College
Mary Grove College
Univ. of Maryland
Massasoit Comm. College
Michigan Tech. Univ.
Midwestern College

Millersville State College
University of Minnesota
Univ. of Missouri-Columbia
Univ. of Missouri-Rolla
Mohawk Valley Comm. College
Montana State University
Montclair State College
Moorhead State College
Moravian College
Mount Hood Comm. College
Mount St. Mary's College
Nathaniel Hawthorne College
University of New Hampshire
NY Inst. of Technology
SUNY-Albany
SUNY-Brockport
SUNY-Buffalo
SUNY-Cortland
SUNY-Farmingdale
State University of New York
SUNY-Oneonta
SUNY-Oswego
SUNY-Plattsburg
SUNY-Potsdam
SUNY-Stony Brook
NYU-Bronx
NYU-Washington Square
Niagara University
Univ. of N.C.-Chapel Hill
Univ. of N.C.-Greensboro
Univ. of N.C.-Raleigh
North Central College
Northern Illinois Univ.
Northern Michigan Univ.
Northland College
North Park College
Northwest College
Northwest Mo. State Coll.
Northwood Institute
Univ. of Notre Dame
Oakland University
Ohio University
Okla. Military Academy
Olivet College
University of Ottawa
Pace College
Pacific University
Panhandle A&M College
Plymouth State College
The PMC Colleges
Point Park College
C.W. Post College
Pratt Institute
Princeton University
Principia College
Providence College
Purdue University
Queens College
Queensborough Comm. College
Univ. of Rhode Island
Richmond Technical Institute
Ripon College
Rochester Inst. of Tech.
Rockford College
Rockhurst College
Rutgers-New Brunswick

Rutgers-Newark
St. Ambrose College
St. Anselm's College
St. Bernard College
St. Bonaventure University
St. Francis College, Me.
St. Francis College, Pa.
St. John's University
St. Joseph's College
St. Lawrence University
St. Louis University
St. Mary's College
St. Michael's College
St. Olaf College
St. Vincent College
University of Scranton
Shimer College
Shippensburg State Coll.
Simpson Bible College
Slippery Rock State Coll.
South Dakota State Univ.
Southern Methodist Univ.
Univ. of Southern Miss.
Southwestern La. Univ.
Southwood College
Springfield College
Springfield Tech. Comm. Coll.
Stevens Inst. of Tech.
Stonehill College
Susquehanna University
Swarthmore College
Syracuse University
Taylor University
Temple University
University of Toledo
Transylvania College
Trinity College-DC
Tufts University
U.S. Military Academy
Upper Iowa College
Upsala College
Utica College
Vanderbilt University
Vermont Tech. College
Villanova University
Virginia Commonwealth
Walla Walla College
Washington & Jeff. Coll.
Washington University
Wayne State University
Webb School of Calif.
Wesley College
Wesleyan University
West Chester State Coll.
Western Carolina Coll.
Western Mich. University
Westfield State College
Willson College
Windham College
Winthrop College
Wisconsin State U.-Eau Claire
Wisconsin State U.-Oshkosh
Wofford College
University of Wyoming
Yale University
Yeshiva University

MEMORANDUM
TO: STATION MANAGERS
FROM: CHIEF ENGINEERS
SUBJECT: A.M. Transmitters
These people use our equipment -
how about you?

Other Users -

Private Schools and High Schools

Webb School of California
School District #4, Eugene, Oregon
James D. Jones, Ohio
John D. Pierce
Leelanau School
Plainview, N.Y. School District
Baldwin School
Hill School
Loomis School
Pennington School
Mercersburg Academy

Unique Applications

Buck's Rock-summer camp
General Electric-laser modulation
New Jersey YMHA/YWHA-camp
Sacramento Army Depot-military base broadcasting

Paul Nadeau-summer camp
Colorado Horner-tunneling project communications
Verne Cronk, Indiana-trailer park
Futurtronics-test highway broadcasting
WJRZ-broadcasting in Shea Stadium, Brooklyn
Camp Becket-summer camp
Sparta Elec. Corp.-Indian Reservation school
Joseph Blanco-apartment area
Camp Laurel-summer camp
William Halstead-test highway broadcasting
N.J. State Police-headquarters, background music & paging
Superior Continental Corp.-test highway broadcasting
Garden Grove Church-drive-in church services
Hilltop Chapel-broadcasting to hospital patients
U.S.N.-A.F.R.S. on Guam
N.C. Board of Education-driver ed. communications
Timber Lake Camp-summer camp
Reynolds Elec. & Engr.-Atomic Energy Comm. Nevada Test Area
USMC-Cherry Point military base broadcasting

INTERCOLLEGIATE

**BROADCASTING
SYSTEM**

Professor J. C. Burroughs FA
Radio Station WFDD-FM 4
Wake Forest College
Winston-Salem, North Carolina 27106

STILLWATER, OKLAHOMA 74074

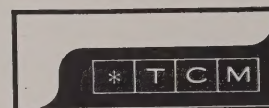
Return Postage Guaranteed

TAPECASTER T C M

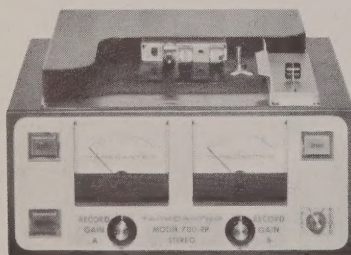


*MARCONI would have
wanted it that way...*

We think the inventor of the radio would have liked the TAPECASTER cartridge machine. We were a little too late to get Marconi's opinion, but what really matters is what our customers think of it and they like it.

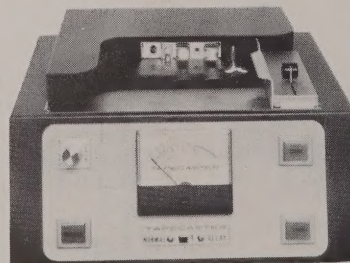


TAPECASTER® TCM, INC.
Box 662 — 12326 Wilkins Avenue, Rockville, Maryland 20851
Phone: 942-6666 Area code 301



Model 700-RPS

Solid state stereo
combination
record-playback unit



Model 700-RPD

Solid state combination
record-playback unit
for delayed programming



Model 700-P

Solid state playback unit